



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

January 24, 2017

Wendy Hollingsworth-Cox
Senior Analyst, Federal Registrations
The Scotts Company
14111 Scottslawn Road
Marysville, OH 43041

Subject: Label Amendment – Revised label format and addition of marketing claims
Product Name: SOUTHERN FERTILIZER WITH WEED AND INSECT
CONTROL
EPA Registration Number: 538-307
Application Date: 5/30/2016
Decision Number: 518553

Dear Ms. Hollingsworth-Cox:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

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Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Sarah Meadows by phone at 703-347-0505, or via email at meadows.sarah@epa.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read "Reuben Baris".

Reuben Baris, Product Manager 25
Herbicide Branch
Registration Division (7505P)
Office of Pesticide Programs

Enclosure

NOTE:

EPA Reg. No. 538-307

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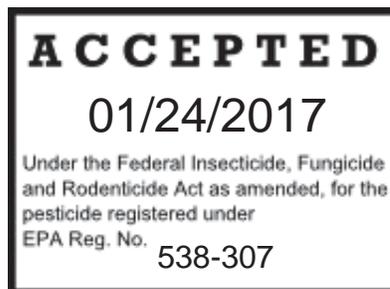
Southern Fertilizer with Weed and Insect Control

ACTIVE INGREDIENTS:

Atrazine [†]	1.352%
Related Compounds	0.028%
Bifenthrin ^{††*}	0.139%
OTHER INGREDIENTS	98.481%
TOTAL	100.000%

** CIS isomers 97% minimum, trans isomers 3% maximum

[†]CAS#1912-24-9
^{††}CAS#82657-04-3



**KEEP OUT OF REACH OF CHILDREN
CAUTION**

See back/side/top/bottom [panel/label] for additional precautionary statements.

Covers/Treats X,XXX sq. ft

XX-XX-XX

Note to PM: Fertilizer information denoted by "X" will be added to FPL. NPK will not exceed the endpoints tested for acute toxicology studies.

NET WEIGHT XX.XX lbs. (XX.XX kg)

Note to PM: This product is applied at 3.3 lbs. /1000 sq. ft. See table for coverage examples.

Coverage Examples:

Bag Weight (lbs)	Coverage (sq. ft.)	# AI per acre Bifenthrin	# AI per acre Atrazine + Related	# Product per 1000 sq ft
16.66	5,000	0.2 lbs	2 lbs	3.33
33.32	10,000	0.2 lbs	2 lbs	3.33
39.98	12,000	0.2 lbs	2 lbs	3.33
49.98	15,000	0.2 lbs	2 lbs	3.33
59.98	18,000	0.2 lbs	2 lbs	3.33

NOTE:

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Optional Company Identifier [icon]: Scotts®

Alternate Brand Name(s): Scotts Bonus S MAX
Scotts Bonus S MAX Southern Weed & Feed and Fire Ant Killer 1
Scotts Southern Max 1
Scotts Southern Weed and Feed and Fire Ant Killer 1
Southern All-In-One
Southern 3-in-1
Southern Triple Action
Southern Complete
Weed & Feed Plus Fire Ant Preventer
Weed & Feed Plus Insect Preventer
Turf Builder Southern All-In-One
Turf Builder Southern 3-in-1
Turf Builder Southern Three-In-One
Turf Builder Southern Triple Action
Turf Builder Southern Complete
Turf Builder Southern Weed & Feed Plus Fire Ant Preventer
Turf Builder Southern Weed & Feed Plus Insect Preventer
Turf Builder Southern Elite 3-in-1
Turf Builder Southern Elite Triple Action
Turf Builder Elite Weed & Feed Plus Fire Ant Preventer
Turf Builder Prime Weed & Feed Plus Fire Ant Preventer
Turf Builder Southern Ultra Triple Action
Turf Builder Ultra Weed & Feed Plus Fire Ant Preventer
Turf Builder Ultimate Weed & Feed Plus Fire Ant Preventer

NOTE:

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PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco.

FIRST AID

If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after first 5 minutes, then continue rinsing eye.

Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment. Call: 1-800-543-8843.

Note to Physician: This product is a pyrethroid. If large amounts have been ingested, milk, cream, or other digestible fats and oils may increase absorption and should be avoided.

ENVIRONMENTAL HAZARDS

To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn or garden will help to prevent run off to water bodies or drainage systems.

Atrazine can travel (seep or leach) through soil and can enter ground water which may be used as drinking water. Atrazine has been found in ground water. Users are advised not to apply atrazine on sand and loamy soils where the water table (ground water) is close to the surface and where these soils are very permeable; i.e., well drained. Your local agricultural agencies can provide further information on the type of soil in your area and location of ground water. This product is toxic to aquatic invertebrates. Do not apply directly to water, to areas where surface water is present or to intertidal areas below the mean high water mark. Runoff and drift from treated areas may be hazardous to aquatic organisms in neighboring areas. Do not contaminate water when disposing of equipment washwaters or rinsate.

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OPTION 1 – DIRECTIONS FOR USE

DIRECTIONS FOR USE

It is violation of Federal law to use this product in a manner inconsistent with its labeling.

How to Apply/Application/Apply

- This product may be used on warm season grasses including St. Augustinegrass (including Floratam), Centipedegrass, Zoysiagrass and Carpetgrass.
- Apply when grass and weeds are actively growing. If complete control is not obtained a second treatment may be applied after 8 weeks but not more than twice per year.
- This product applies 2 lbs. atrazine (and its related compounds) per acre and 0.2 lbs. bifenthrin per acre.
- Apply this product directly to the lawn area. Water treated area as directed on this label. Do not water to the point of runoff.
- This product must be WATERED IN IMMEDIATELY after application.

Restrictions

- Do not apply this product in a way that will contact any person or pet, either directly or through drift. Keep people and pets out of the area during application.
- Do not apply to lawns or mixed lawns of bahiagrass, bermudagrass, bluegrass, fine fescue, bentgrass, ryegrass, tall fescue or dichondra because injury may occur.
- Apply only when grass is dry.
- Do not apply on or under the branch spread (root zone) of trees, shrubs, bedding plants, flowers, or garden plants, particularly in compact slowly draining soils.
- Do not apply granular lawn products by hand. Broadcast applications must NOT be made using hand-held devices, such as belly-grinder or handheld rotary applicator. Such equipment may only be used for spot treatments.
- Maximum of 2 applications per year.
- Do not make applications during rain.
- Do not apply to lawns during the period of winter dormancy.
- Do not allow people or pets to enter treatment area until watering-in is complete and the surface is dry.

If treating for the following:

- Mole Crickets – Apply in late spring.
- Fire Ants – Treat twice per year if needed. Treat established mounds with a mound control product.
-

Seeding/sodding/sprigging

- This product may be applied after sprigging/sodding a new St. Augustinegrass or Zoysiagrass lawn to prevent weeds from germinating. First, water the new sprigs/sod, and allow the grass blades to dry, then make the application of this product.
- Do not apply to newly seeded centipede and carpetgrass lawns until after the new grass has been mowed at least twice.
- Do not plant sprigs/sod for one month, or sow new grass seed for six months following application of this product.

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[Bracketed information is optional text.] Text separated by / denotes and/or options.

Note to PM: The lists of insects and weeds may appear elsewhere on the label and be referenced in the Directions for Use

[Controls/Kills] [insects/bugs/pests] [listed]:

ants [(including Argentine, black turf, fire, red harvester, odorous pyramid, pavement)
 armyworms [(including fall armyworms)
 billbugs [(including bluegrass billbugs)
 black turfgrass Ataenius
 chiggers
 chinchbugs
 crickets
 cutworms (including black cutworms)
 earwigs
 European crane fly larvae
 fire ants
 fleas
 grasshoppers
 leafhoppers
 mealybugs
 millipedes
 mole crickets (tawny mole crickets)
 sod webworms (lawn moths)
 spiders (brown recluse)
 ticks (including ticks that may transmit Lyme disease and Rocky Mountain Spotted fever)
 weevils (including hyperodes and bluegrass)

[Controls/Kills] [weeds] [listed]:

[Controls] [34/XX] [these] [common] [lawn weeds]:

black medic	dichondra	pepperweed
black nightshade	dollarweed	purslane
blue toadflax	dwarf plantain	red sorrel (sheep sorrel)
broadleaf dock	eveningprimrose	rescuegrass
buckhorn	Florida betony	shepherdspurse
burclover	Florida pusley	sowthistle
Carolina geranium (cranesbill)	fragrant cudweed (rabbit-tobacco)	spotted spurge
carpetweed	henbit	stinging nettle
carpet burweed (lawn burweed)	horseweed	venus lookingglass
chickweed	lippia (matchweed)	watergrass
clover	mouseear chickweed	wild mustard
dandelion	oxalis (yellow woodsorrel)	

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OPTION 2 – DIRECTIONS FOR USE (CONSUMER-FRIENDLY)

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

1 – PREP

KNOW YOUR LAWN SIZE

Tennis Court	Equals ~2,800 sq. ft.	[Illustration]
Football Field	Equals ~100 yards	[Illustration]
Standard Parking Space	Equals ~300 sq. ft.	[Illustration]

FILL & SET SPREADER

Scotts Broadcast/Rotary Spreader	Setting [X]
Scotts Drop Spreader	Setting [X]
Scotts (<i>insert brand name</i>)	Setting [X]

This package applies 3.33 lbs. of product per 1,000 sq. ft.

2 – APPLY

- This product may be used on warm season grasses including St. Augustinegrass (including Floratam), Centipedegrass, Zoysiagrass and Carpetgrass.
- Apply when grass and weeds are actively growing. If complete control is not obtained a second treatment may be applied after 8 weeks but not more than twice per year.
- This product applies 2 lbs. atrazine (and its related compounds) per acre and 0.2 lbs. bifenthrin per acre.
- Apply this product directly to the lawn area. Water treated area as directed on this label. Do not water to the point of runoff.
- This product must be WATERED IN IMMEDIATELY after application.
- [This product may be applied after sprigging/sodding a new St. Augustinegrass or Zoysiagrass lawn to prevent weeds from germinating. First, water the new sprigs/sod, and allow the grass blades to dry, then make the application of this product.]

If treating for the following:

- Mole Crickets – Apply in late spring.
- Fire Ants – Treat twice per year if needed. Treat established mounds with a mound control product.

WALK AT A STEADY PACE

Broadcast Rotary Spreader [Illustration]
Line up each pass approximately 5' from wheel track.

Drop Spreader [Illustration]
Align arrow with previous wheel track.

Restrictions

- Do not apply this product in a way that will contact any person or pet, either directly or through drift. Keep people and pets out of the area during application.
- Do not apply to lawns or mixed lawns of bahiagrass, bermudagrass, bluegrass, fine fescue, bentgrass, ryegrass, tall fescue or dichondra because injury may occur.
- Apply only when grass is dry.
- Do not apply on or under the branch spread (root zone) of trees, shrubs, bedding plants, flowers, or garden plants, particularly in compact slowly draining soils.

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[Bracketed information is optional text.] Text separated by / denotes and/or options.

- Do not apply granular lawn products by hand. Broadcast applications must NOT be made using hand-held devices, such as belly-grinder or handheld rotary applicator. Such equipment may only be used for spot treatments.
- Maximum of 2 applications per year.
- Do not make applications during rain.
- Do not apply to lawns during the period of winter dormancy.
- Do not allow people or pets to enter treatment area until watering-in is complete and the surface is dry.
- Do not apply to newly seeded centipede and carpetgrass lawns until after the new grass has been mowed at least twice.
- Do not plant sprigs/sod for one month, or sow new grass seed for six months following application of this product.

Note to PM: The lists of insects and weeds may appear elsewhere on the label and be referenced in the Directions for Use

[Controls/Kills] [insects/bugs/pests] [listed]:

ants [(including Argentine, black turf, fire, red harvester, odorous pyramid, pavement)]
 armyworms [(including fall armyworms)]
 billbugs [(including bluegrass billbugs)]
 black turfgrass Ataenius
 chiggers
 chinchbugs
 crickets
 cutworms [(including black cutworms)]
 earwigs
 European crane fly larvae
 fire ants
 fleas
 grasshoppers
 leafhoppers
 mealybugs
 millipedes
 mole crickets [(tawny mole crickets)]
 sod webworms [(lawn moths)]
 spiders [(brown recluse)]
 ticks [(including ticks that may transmit Lyme disease and Rocky Mountain Spotted fever)]
 weevils [(including hyperodes and bluegrass)]

[Controls/Kills] [weeds] [listed]:

[Controls] [34/XX] [these] [common] [lawn weeds]:

black medic	dichondra	pepperweed
black nightshade	dollarweed	purslane
blue toadflax	dwarf plantain	red sorrel (sheep sorrel)
broadleaf dock	eveningprimrose	rescuegrass
buckhorn	Florida betony	shepherdspurse
burclover	Florida pusley	sowthistle
Carolina geranium (cranesbill)	fragrant cudweed (rabbit-tobacco)	spotted spurge
carpetweed]	henbit	stinging nettle
carpet burweed (lawn burweed)	horseweed	venus lookingglass
chickweed	lippia (matchweed)	watergrass
clover	mouseear chickweed	wild mustard
dandelion	oxalis (yellow woodsorrel)	

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OPTION 3 – DIRECTIONS FOR USE QUICK START GUIDE

DIRECTIONS FOR USE

It is violation of federal law to use this product in a manner inconsistent with its labeling.

[**Insert company name**] Quick Start Guide

[You're just three/four/a few [simple/easy] steps away from a beautiful **insert company name** lawn]

[ICON – Spreader/Dial]

[1.] Fill & Set Spreader

[**Insert company name** Broadcast/Rotary Spreaders] [X]

[**Insert company name** Drop Spreaders] [X]

[Use only with **insert company name** spreaders/applicators.]

[**Insert company name** products are designed to work with **insert company name** spreaders/applicators.]

[For additional spreader settings, [please] call **insert company phone number**.]

[This package applies 3.33 lbs. of product per 1,000 sq. ft.]

[ICON – Spreader/Lawn]

[2.] Apply

- This product may be used on warm season grasses including St. Augustinegrass (including Floratam), Centipedegrass, Zoysiagrass and Carpetgrass.
- Apply when grass and weeds are actively growing. If complete control is not obtained a second treatment may be applied after 8 weeks but not more than twice per year.
- This product applies 2 lbs. atrazine (and its related compounds) per acre and 0.2 lbs. bifenthrin per acre.
- Apply this product directly to the lawn area. Water treated area as directed on this label. Do not water to the point of runoff.
- This product must be WATERED IN IMMEDIATELY after application.

If treating for the following:

- Mole Crickets – Apply in late spring.
- Fire Ants – Treat twice per year if needed. Treat established mounds with a mound control product.

[ICON – Broom]

[3.] Clean-Up

Sweep product from hard surfaces onto the lawn [to keep valuable feeding nutrients on the grass.]

[ICON – lower legs stepping onto grass] [4.] You're Done! What's Next?

Do not allow people or pets to enter treatment area until watering-in is complete and the surface is dry.

Questions? [Call] [now] **insert company phone number** [icon – phone]

Insert company website [icon – computer mouse]

Seeding/sodding/sprigging

- This product may be applied after sprigging/sodding a new St. Augustinegrass or Zoysiagrass lawn to prevent weeds from germinating. First, water the new sprigs/sod, and allow the grass blades to dry, then make the application of this product.
- Do not apply to newly seeded centipede and carpetgrass lawns until after the new grass has been mowed at least twice.

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.] Text separated by / denotes and/or options.

- Do not plant sprigs/sod for one month, or sow new grass seed for six months following application of this product.

Restrictions

- Do not apply this product in a way that will contact any person or pet, either directly or through drift. Keep people and pets out of the area during application.
- Do not apply to lawns or mixed lawns of bahiagrass, bermudagrass, bluegrass, fine fescue, bentgrass, ryegrass, tall fescue or dichondra because injury may occur.
- Apply only when grass is dry.
- Do not apply on or under the branch spread (root zone) of trees, shrubs, bedding plants, flowers, or garden plants, particularly in compact slowly draining soils.
- Do not apply granular lawn products by hand. Broadcast applications must NOT be made using hand-held devices, such as belly-grinder or handheld rotary applicator. Such equipment may only be used for spot treatments.
- Maximum of 2 applications per year.
- Do not make applications during rain.
- Do not apply to lawns during the period of winter dormancy.

Note to PM: The lists of insects and weeds may appear elsewhere on the label and be referenced in the Directions for Use

[Controls/Kills] [insects/bugs/pests] [listed]:

ants [(including Argentine, black turf, fire, red harvester, odorous pyramid, pavement)]

armyworms [(including fall armyworms)]

billbugs [(including bluegrass billbugs)]

black turfgrass Ataenius

chiggers

chinchbugs

crickets

cutworms [(including black cutworms)]

earwigs

European crane fly larvae

fire ants

fleas

grasshoppers

leafhoppers

mealybugs

millipedes

mole crickets [(tawny mole crickets)]

sod webworms [(lawn moths)]

spiders [(brown recluse)]

ticks [(including ticks that may transmit Lyme disease and Rocky Mountain Spotted fever)]

weevils [(including hyperodes and bluegrass)]

NOTE:

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[Bracketed information is optional text.] Text separated by / denotes and/or options.

[Controls/[Kills] [weeds] [listed]:
[Controls] [34/XX] [these] [common] [lawn weeds].

black medic	dichondra	pepperweed
black nightshade	dollarweed	purslane
blue toadflax	dwarf plantain	red sorrel (sheep sorrel)
broadleaf dock	eveningprimrose	rescuegrass
buckhorn	Florida betony	shepherdspurse
burclover	Florida pusley	sowthistle
Carolina geranium (cranesbill)	fragrant cudweed (rabbit-tobacco)	spotted spurge
carpetweed	henbit	stinging nettle
carpet burweed (lawn burweed)	horseweed	venus lookingglass
chickweed	lippia (matchweed)	watergrass
clover	mouseear chickweed	wild mustard
dandelion	oxalis (yellow woodsorrel)	

STORAGE AND DISPOSAL

PESTICIDE STORAGE: Store in a clean, dry place. Reseal opened bag [by folding top down and securing].

PESTICIDE DISPOSAL: Non-refillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

SPREADER SETTING INFORMATION

Note to PM: *The following are optional formats to present spreader setting information. Appropriate spreader settings, spreader brand names, and coverage will be inserted on Final Printed Label*

This package applies 3.33 lbs. of product per 1,000 square feet.

Spreading Tips

- For best results, use a Scotts spreader. – **OR** – Use [only] with Scotts spreaders.
- Mow lawn first if grass is tall enough to touch the bottom of the spreader.
- Apply header strips. Then apply product in longest direction of lawn.
- Shut off spreader anytime you stop.
- Scotts products are designed to work with Scotts spreaders.
- Non-Scotts spreader settings are approximate. You may need to adjust for proper coverage.
- For additional spreader settings, please call 1-800-543-TURF (8873).

NOTE:

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Spreader Settings	Covers XX,XXX sq. ft.	[Settings]
[ILLUS][Spreader]		
Scotts Broadcast/Rotary Spreaders [Each pass should be within 5 feet of each other to ensure an overlap. Scotts Basic®, Standard™, Deluxe™, EdgeGuard®, Lawn Pro® or SpeedyGreen®/ <i>insert brand name</i>]		[XX][5 ¼]
Scotts EasyGreen®/<i>insert brand name</i> [Each pass should be within 30" [inches] of each other to ensure an overlap.]		[XX][30]
[ILLUS]		
Scotts Drop Spreaders/<i>insert brand name</i> [Make sure spreader wheel completely overlaps previous wheel marks. Scotts AccuGreen®]		[XX][7 ¾]
[For additional spreader settings, please call <i>insert company phone number</i>]		

OPTIONAL FERTILIZER GUARANTEE INFORMATION

The following table may be used in whole or in part. Fertilizer information denoted by "X" will be added to FPL. NPK will not exceed the endpoints tested for acute toxicology studies.

GUARANTEED ANALYSIS

Product Name

[XX-XX-XX] (*insert N-P-K ratio*) FXXX (*insert FL Fertilizer No.*)

Total nitrogen (N) XX%

XX% ammoniacal nitrogen

XX% urea nitrogen

XX% other water soluble nitrogen[‡]

XX% water soluble nitrogen

Available phosphate (P2O5) X%

Available potash (K2O) X%

Derived from: methylene urea, potassium sulfate, ammonium phosphate and ammonium sulfate

[‡]Contains X% slowly available methylenediurea and dimethylenetriurea nitrogen.

Information regarding the contents and levels of metals in this product is available on the internet at <http://www.regulatory-info-sc.com> **or** <http://www.aapfco.org/metals>

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Optional Florida Fertilizer Application Language

Florida Fertilizer Applications: [Do not exceed/May apply up to] 4 annual feedings [4 lbs. N/1000 sq. ft. per year] with the following exceptions: On centipedegrass do not exceed 2 feedings [2 lbs. N/1000 sq. ft. per year] in the north and 3 feedings [3 lbs. N/1000 sq. ft. per year] in the central and south. On zoysiagrass do not exceed 3 feedings [3 lbs. N/1000 sq. ft. per year] in the north.

North Florida is defined as north of a line extending from Cedar Key to Daytona Beach. Central Florida is defined as south of the line extending from Cedar Key to Daytona Beach to a line extending from Tampa to Vero Beach. South Florida includes the remaining southern portion of the state.

In Florida, 4 feedings may exceed the Nitrogen limits on certain grass types in some [geographic] areas.

Check with your local Cooperative Extension Agency to obtain specific information on local turf best management practices [for feeding your lawn.]

Check with your county or city government to determine if there are local regulations for fertilizer use.

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OPTIONAL TEXT AND CLAIMS

The following pesticide, fertilizer or general benefit claims may appear on any label panel.

The following claims may be preceded by “new” or “now” for six (6) months from the first date of shipment to a customer in accordance with Federal and State Registrations

Appropriate fertilizer, formula, company and product specific information will be inserted on Final Printed Label

GENERAL CLAIMS

- Apply in [Spring] [and/or] [Fall]
- Apply in [spring] [or] [and] [fall] [when insects and weeds are first observed in the lawn].
- Before/After [Illustration]
- Exclusive Technology/Formula
- For Residential Lawn Use [Only]
- Patented Technology/Formula
- Treated/Untreated [Illustration]
- Use on St. Augustinegrass (including Floratam), Centipedegrass, Zoysiagrass and Carpetgrass lawns

PESTICIDAL CLAIMS

- Kills (***insert name of listed weed***) [illustration of listed weed]
- Kills Weeds
- Kills [and] [Prevents] (***insert name of listed insect***) [illustration of listed insect]
- *Kills and prevents fire ants for up to 6 months*
- Kills/Controls/Treats [ants (except carpenter and pharaoh ants)], [fleas], [ticks] [and] [other listed insects.]
- Kills/Controls/Treats listed lawn & garden pests/insects/bugs.
- Kills/Controls/Treats listed pests/insects/bugs in lawns and landscapes.
- Kills/Controls/Treats [chinch bugs], [mole crickets] [and] [cutworms] or other listed insects.
- Kills/Controls/Treats [surface and sub-surface] [listed pests/insects/bugs] that ruin your lawn.
- Kills/Controls/Treats listed lawn-destroying insects.
- Kills/Controls/Treats listed insects that cause your lawn to [thin and] turn brown.
- Controls listed [lawn] insect problems.
- Kills/Controls/Treats chinch bugs, sod webworms (lawn moth), fleas, ticks (including ticks that may transmit Lyme Disease) [and other lawn pests listed].
- Small, lightweight granules provide uniform coverage to [help] ensure control of listed insects.
- Specially formulated to kill/control/treat listed insects - won't harm lawns!
- Targets/Kills listed insects leaving your grass/lawn unharmed.
- Specially formulated to kill listed insects, won't harm lawns/grass.
- Kills and/& prevents fire ants for up to 6 months.
- Controls fire ants for up to 6 months.
- Kills chinch bugs, mole crickets, fleas, ticks [and] [more] [listed insects/pests/bugs].
- Supplies these nutrients to help your lawn (X% Nitrogen, X% Available Phosphate and X% Soluble Potash).
- Kills fleas, ticks and fire ants.
- Kills listed insects that damage your lawn such as chinch bugs, mole crickets and sod webworms.
- Kills listed nuisance pests in your lawn.
- Southern lawns formula.
- Feeds lawn, helping turf to fill in where insect damage occurred.
- Helps repair bare spots from previous insect/fire ant damage.

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.] Text separated by / denotes and/or options.

- Lawn Fertilizer with Fire Ant Killer and Bonus S® Weed Control.
- Fire Ant and Weed control plus lawn fertilizer.
- Weed-and-Feed plus Fire Ant control.
- Kills dollarweed and other common lawn weeds (as listed).
- Eliminates dollarweed, chickweed and over [XX] common lawn weeds while greening your lawn without rapid, extreme growth.
- Kills Dollarweed & Other Common Lawn Weeds.
- Kills Dollarweed & other broadleaf weeds.
- One application suppresses Fire Ants for up to 6 months.
- Protects the entire treated yard against fire ants for up to 6 months.
- Kills [fire ants] fast and prevents fire ants from returning for up to 6 months.
- Up to 6 months fire ant control with one application.
- Guaranteed* to kill fire ants or your money back!
- Kills weeds – root and all.
- Kills tough weeds.
- Kills weeds to the root.
- Contains a formula that targets/kills/controls listed insects.
- Scotts' only solution that kills/prevents/protects against fire ants, keeps them away for up to 6 months, and repairs [feeds] your lawn.
- Scotts' [only] solution that kills/prevents/protects against fire ants for up to 6 months, kills weeds and repairs existing mound damage.
- Unique 3-in-1 formula!
- Three-in-one formula
- Combines three products in one!
- Convenient three-in-one formula kills/prevents fire ants for up to 6 months and weeds and feeds your lawn!
- Convenient, three-in-one product kills/prevents/protects against fire ants for up to 6 months, kills/prevents weeds and feeds and strengthens your lawn!
- Scotts has/provides a 3-in-1 formula for [your best] Southern lawn(s)
- Scotts has/provides a 3-in-1 formula for [your best] Texas lawn(s)
- Scotts has/provides a 3-in-1 formula for [your best] Florida lawn(s)
- Triple-action formula kills and prevents fire ants for up to 6 months [and other listed insects], [kills weeds, and greens/feeds your lawn
- Controls listed insects, weeds and feeds your lawn.
- Improves lawn's ability to absorb water and nutrients
- Strengthens lawns against heat and drought
- Covers/Feeds and Treats/Treats X,XXXX square feet/sq. ft.
- Feeds and strengthens lawn against heat, drought, and wear and tear.
- Heat-friendly [fertilizer] formula won't burn your lawn...Guaranteed!*
- Won't/Will not burn lawns – Guaranteed!*
- Hot weather formula - Guaranteed *not to burn.
- Specially formulated for [warm weather/season grasses] [the hottest months]
- Specially formulated not to burn summertime lawns.
- Formulated not to burn summer lawns/Formulated not to burn even in hot, dry weather.
- Patented timed-release nitrogen formula builds thick, green lawns from the roots up without burning your lawn.
- Formulated with Scotts All-in-One particles™ [(All-in-One = nitrogen, potassium and insect control ingredients contained in every particle)].
- All-In-One Particles™ provide even listed insect and weed control and feeding!
- Made with Scotts patented All-in-One Particles fertilizer technology
- Contains both readily available nitrogen for quick green-up and controlled release nitrogen for uniform growth and extended feeding.
- Turf Builder® summer formula builds thick, green turf from the roots up without burning your lawn.

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- Builds thick [strong], [green] turf/lawn [from the roots up] without burning your lawn.
- Feeds/Strengthens your lawn.
- Fast, long lasting greening power.
- Feeds and Greens for up to two months [without burning your lawn].
- Builds a thick [green] lawn.
- Thickens and strengthens lawn/turf to help protect against [future] insects/insect invasions.
- Thick, green turf – satisfaction guaranteed*
- Thickens lawn to crowd out weeds
- Quick greening, long lasting.
- Improves lawn [s'] drought resistance.
- Feeds [and greens] up to X months/weeks [without burning your lawn].
- Contains Scotts Turf Builder® fertilizer to help repair lawn from existing mound damage
- Plus Scotts Turf Builder® Fertilizer to thicken/green lawn and help repair existing [mound] damage
- Hot weather formula won't burn your lawn ... Guaranteed!*
- Contains both readily available nitrogen for quick green up and controlled release nitrogen for uniform growth and extended feeding.
- Water Smart! [logo]
- Water Smart– Makes the most of every drop
- Improves lawn's ability to absorb water and nutrients
- Builds strong, deep roots that use water better/more effectively
- Builds strong, deep roots
- Helps lawn lock in/retain/hold moisture/water to protect against heat and drought
- Builds a healthier lawn using less water
- Feed and Strengthens – helps lawn stand up to heat, drought and wear and tear
- Protects your lawn against the effects of heat and drought
- Improved/better/faster greening *vs. original formula
- Feeds and strengthens for faster recovery from drought/drought recovery
- Prepare/Protect/Strengthen [your] lawn for faster recovery from drought/drought recovery
- Guaranteed* performance/results.
- For a beautiful lawn, apply a Scotts fertilizer product four times a year.

*See Scotts No-Quibble Guarantee on back panel

PACKAGING CLAIMS

- Easy to spread [granules].
- Ready to Use [granules].
- No measuring or scooping!
- Value size
- Bonus size
- Easy open
- Easy close
- Resealable bag

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WHAT DOES SCOTTS (*insert product name*) DO?

Scotts (*insert product name*) prevents

Insert partial listing of weeds prevented/controlled

Insert partial listing of insects/bugs/pests controlled/killed/prevented

For a list of weeds that Scotts (*insert product name*) targets visit:

[www.scotts.com/\(insert product name\)/target weeds](http://www.scotts.com/(insert product name)/target weeds)

THE SCOTTS STORY OPTIONS

Option 1

Scotts is there for your lawn care needs.

Founded in 1868, we are proud of our long history and celebrate the lawn by offering best-in-class products. [We start with the fundamental truth; your lawn is a living, growing thing.] [We start with the fundamental truth; the lawn is alive].

Our scientists embrace this truth by developing technologies that benefit the lawn and fit your lawn care needs. If you need to feed the lawn – we are here. If you have issues with pesky weeds – we got your back. So if you're a die-hard lawn warrior or a novice learning how to care for your lawn – [let us help.] [We would like to help].

Option 2

Scotts is your go-to for everything lawn care. We're extremely proud of our heritage and proven expertise. And we celebrate this by continually offering industry-leading products—always with the consumer in mind.

We believe the fundamental truth; your lawn is alive. With that in mind, we create advanced technologies and innovative formulas that help create the lawn you've always dreamed of. From feeding and maintaining your lawn to protecting against weeds, pests/insects and disease, we have the best-in-class products and advice to help you successfully care for your lawn this season—and for years to come.

Option 3

Scotts has helped people create the lawn they've always dreamed of. Founded in 1868 by O.M. Scott, we're extremely proud of our rich history and hard-earned reputation. And honored to be the leader in lawn and garden care for everyone from first-time gardeners to seasoned green thumbs.

We do it by developing advanced technologies and innovative formulas—all based on your needs. From feeding and maintaining a hearty, beautiful lawn to banishing pesky weeds, we have the best-in-class products—and expert advice—to consistently make garden care easier and a lot more enjoyable.

PRODUCT DESCRIPTION OPTIONS

Option 1

[Product Name] [is] [a/an] [innovative] three-in-one formula that kills existing lawn weeds like dollarweed and clover, prevents [fire ants] [insects] for up to 6 months, and feeds your lawn. Three benefits in one bag.

Option 2

[Product Name] [is] [a/an] [innovative] three-in-one formula that kills existing lawn weeds like dollarweed and clover, prevents [fire ants] [insects] for up to 6 months, and feeds your lawn. Three benefits in one bag - Step up to [Elite] [Prime] [Ultra] [Ultimate] [***insert brand name***] lawn care."

[Dollarweed] [Clover] [Dandelion] [Oxalis] [Florida Pusley] [Spotted Spurge] [Chickweed] [Lippia (Matchweed)]

For a list of weeds that (***insert product name***) targets, visit (***insert company website***)

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[Fire Ants] [Fleas] [Ticks] [Chinchbugs] [Mole crickets] [Armyworms] [Sod webworms] [Grasshoppers]
For a list of insects/bugs/pests that **(insert product name)** targets, visit **(insert company website)**

(Insert Product Name) works on/can be used/applied on: [St. Augustinegrass (including Floratam)]
[Centipedegrass] [Zoysiagrass] [Carpetgrass]

Dedicated to a Beautiful World™

Trusted by generations of homeowners [gardeners], Scotts® [Miracle-Gro®] is dedicated to helping you enhance and protect the beauty of your home environment.

Are you proud of your lawn?

If you have a lawn success story using Scotts products, we'd like to hear about it. Write to Scotts Consumer Service, 14111 Scottslawn Road, Marysville, Ohio 43041. Photos are welcome.

[Lawncare Information:] [Water Smart®] Tips for Lawncare Success:

- **[Feed regularly for your best lawn.** Regular feedings of Scotts® Turf Builder® will help grow a lawn you and your family can enjoy. Scotts Turf Builder provides the nutrients your lawn needs to look its best and withstand the stresses of [weeds,] heat, drought and family activity.]
- **[Mow your lawn high.** Mowing high allows the grass to develop a deep root system & helps your lawn use water more effectively.]
- **[Leave the grass clippings on your lawn.** This recycles the plant nutrients back into the soil.]
- **[Conserve water.** Your lawn will begin to wilt when water is needed. As much as possible, take advantage of nature's sprinkler and rely on the rain to water your lawn.]

[art] one annual feeding

[art] 2-3 annual feedings

[art] 4 annual feedings

[Water Smart Logo]

Well-fed lawns are more efficient at using available water. Feeding with Scotts Water Smart™ Formula helps grow a thick lawn with more roots to better absorb water and nutrients. This helps protect your lawn against heat, drought and other stresses.

Scotts & Your Environment

- **We care.** Scotts® products are designed with care to grow thicker, greener lawns.
- **[Because] A Green Lawn Is Good Lawn.** A healthy lawn can clean the air, produce oxygen and prevent runoff and soil erosion.
- **You can make a difference.** Help keep our water resources clean. Apply this product only to your lawn, and sweep any product that lands in the driveway, sidewalk or street back on to your lawn.

Get Expert Advice For Your Lawn Now[!]

Want information on what to use and when? Sign up today to get free expert advice specifically for your lawn. Visit scotts.com or call 1-800-543-TURF (8843).

Contact the Experts at Scotts.com

[Art: SMG/NYSE icon]

[ICON: - phone]

Questions / Comments / [Medical] Information

Lawn Questions?

Have questions or need advice?

If you have questions you can talk directly with a Scotts Lawn Counselor. Simply call the toll-free number: X-XXX-XXX-XXXX

NOTE:

EPA Reg. No. 538-307

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Visit us on the internet or call our customer satisfaction hotline [***insert company address/phone number/ www.scotts.com***]

For additional questions, comments and information, contact the Scotts Lawn Pro retailer where you bought this product or you can....

Call -or- Consumer Helpline -or- phone toll-free -or- [Call] Scott's [toll-free] consumer hotline X-XXX-XXX-XXXX

[Open Monday through Saturday 9:00 a.m. to 5:00 p.m. Eastern time]

ICON: – computer mouse]

[Visit [our website] [www.scotts.com]

Visit Scotts' website at www.scotts.com

Contact the experts at www.scotts.com

WARRANTY GUARANTEE INFORMATION

Scotts No-Quibble Guarantee®

If for any reason you, the consumer, are not satisfied after using this product, you are entitled to get your money back. Simply send us evidence of purchase and we will mail you a refund check promptly.

NOTICE: To the extent consistent with applicable law, buyer assumes all risks of use, storage or handling of this product not in accordance with directions.

[Distributed/Manufactured/ Sold and Guaranteed by:]

The Scotts Company

14111 Scottslawn Rd.

Marysville, OH 43041

[U.S. Patent No. 5,102,440; 9,155,306; X,XXX,XXX]

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[Country of Origin /Made in U.S.A. /Made/Packaged in the USA /Product of__]

EPA Reg. No. 538-307

EPA Est. No. 538-XX-X

Superscript used is first letter of run code on end of container